

EXHIBIT A

To: Micheal Kroll

From: Erich Schultz

Date: October 25th

Re: 1st action comments on picture hanging template patent application.

- 1.) Schultz patent shows template which is "predetermined" in all aspects.
- 2.) Schultz template does not require any work or discretion on users part in forming the template.
- 3.) Schultz patent is not for use with non specific frames.
- 4.) Schultz patent works only in conjunction with specific frames frames.
- 5.) Benefits of relationship of specific frames and predetermined template in Schultz patent not found in Rice patent.
 - a.) Configuration of frame group is predetermined by manufacturer which negates the need for user to decide where and how to position frames. Therefore user does not need to have any talent for such decisions this also is a benefit in speed of application of template and thus frames.
 - b.) There is no tracing of frames required on part of user.
 - c.) Schultz template has the benefit of not only showing where frames will go in relation to each other but how they will actually look (on the wall after application. The template has actual detailed depiction of frames including thickness of frame with possible shadow for realistic 3D effect (not just a hand drawn outline as with the Rice template) and can include mat depiction and actual photo inside of mat.

(over)

- d.) Each frame of the Rice patent must be traced laving more room for error and personal judgment.
- e.) There is no measuring of any kind with the Schultz template which offers significant benefits in reducing time to application